

Amendments to the Specification:

Please replace the boldfaced title, "**Network Wide Ad Targeting**," which begins page 1, with the following non-boldfaced, uppercase title, "NETWORK WIDE AD TARGETING."

Please replace the boldfaced section heading, "**TECHNICAL FIELD**," at page 1, line 1, with the following non-boldfaced section heading, "TECHNICAL FIELD."

Please replace the boldfaced section heading, "**BACKGROUND**," at page 1, line 4, with the following non-boldfaced section heading, "BACKGROUND."

Please replace the boldfaced section heading, "**SUMMARY**," at page 1, line 19, with the following non-boldfaced section heading, "SUMMARY."

Please replace the boldfaced section heading, "**DESCRIPTION OF DRAWINGS**," at page 5, line 16, with the following non-boldfaced section heading, "DESCRIPTION OF DRAWINGS."

Please replace the boldfaced section heading, "**DETAILED DESCRIPTION**," at page 5, line 27, with the following non-boldfaced section heading, "DETAILED DESCRIPTION."

Please replace the boldfaced section heading, "**WHAT IS CLAIMED IS:**," which begins page 23, with the following non-boldfaced section heading, "WHAT IS CLAIMED IS:."

Please replace the boldfaced section heading, "**ABSTRACT**," at page 38, line 1, with the following non-boldfaced section heading, "ABSTRACT."